

ABSTRACT OF THE DISCLOSURE

The server system comprises a data base for storing
10 the information of a specific area where the information
distribution service is provided to registered users of
the portable mobile information terminals, the prepared
information to be distributed and the distribution
conditions thereof provided by a sponsor, and each
15 registered user and the conditions for receiving the
prepared information. The position information is
received from a portable mobile information terminal, and
it is determined whether the portable mobile information
terminal is located in the specific area and, in the case
20 where the portable mobile information terminal is located
in the specific area, individual and specific information
satisfying both the distribution conditions and the
receiving conditions are distributed to the particular
portable mobile information terminal.

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